

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Industries and Commerce Department – Handlooms & Textiles – Marketing Incentive Component under Integrated Handloom Development Scheme (I.H.D.S.) formulated by the Government of India – Approval of the scheme - Permit the primaries to utilize the Marketing Incentive Component under the scheme – Orders – Issued.

INDUSTRIES AND COMMERCE (TEX) DEPARTMENT

G.O.Ms.No.278

Dated 17 -10-2008.
Read:-

From the Director of Handlooms and Textiles and Development
Commissioner for Apparel Export Parks, Andhra Pradesh, Hyderabad,
Lr.Rc.No.14437/2007-J2, dt.7.1.2008
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O R D E R:-

In the reference read above, the Director of Handlooms and Textiles and Development Commissioner for Apparel Export Parks, Andhra Pradesh, Hyderabad has stated that the Government of India, Ministry of Textiles, New Delhi have formulated a new scheme i.e., Integrated Handloom Development Scheme by merging the components, with or without modifications of the four schemes i.e., Deen Dayal Hathkargha Protsahan Yojana (DDHPY) Scheme, Integrated Handloom Cluster Development Scheme, Workshed-cum-Housing Scheme and Integrated Handloom Training Project (IHTP) implemented during X plan. The scheme will be implemented during the XI Plan period. As per the scheme, under Financial Assistance to Handloom organizations, the State Handloom Corporation, the Apex Co-operative Societies, the Primary Weavers Co-operative Societies, and the National handloom organizations are eligible for assistance towards Marketing Incentive @ 10% of the average sales turnover of the last three years

2. The Director of Handlooms and Textiles and Development Commissioner for Apparel Export Parks, Andhra Pradesh, Hyderabad has reported that as per the guidelines of the scheme Marketing Incentive is given to the handloom agencies for preparing conditions, which are conducive to marketing handloom products. This would largely be an incentive to the price in competitiveness of handloom sector, so that while on the one hand they are able to marginally reduce the price and on the other hand they invest in Infrastructure so as to improve the production and productivity. The assistance under the marketing incentive will be funded by both the State and Central Governments as 50:50 basis.

3. The Director of Handlooms and Textiles and Development Commissioner for Apparel Export Parks, Andhra Pradesh, Hyderabad has requested the Government to accord permission to permit the Primaries to utilize the Marketing Incentive under Integrated Handloom Development Scheme as per their respective eligibility for the following purposes:

- (a) for allowing up to 20% discount on sale of handloom products subject to their eligibility.
- (b) The primaries which do not utilize the amount for allowing discount under Marketing Incentive Component may be permitted to utilize the amount to invest in Infrastructure so as to improve the production and productivity as provided under the scheme, including construction / purchase / renovation of showrooms, improvement in infrastructure and for purchase of yarn.

4. In the circumstances reported by the Director of Handlooms and Textiles and Development Commissioner for Apparel Export Parks, Andhra Pradesh, Hyderabad, the Government after careful examination, hereby accord approval (1) for implementation of the Marketing Incentive Component under Integrated Handloom Development Scheme (I.H.D.S.), which was formulated by the Government of India, Ministry of Textiles, New Delhi with funding both by the State and Central Governments as 50:50 basis and (2) permission also accorded to the Director of Handlooms and Textiles and Development Commissioner for Apparel Export Parks, Andhra Pradesh, Hyderabad (a) to permit the primaries to utilize the Marketing Incentive Component under Integrated Handloom Development Scheme, as per the eligibility for allowing up to 20% discount on sale of handloom products and (b) to allow the primaries which do not utilize the discount under Marketing Incentive Component, to utilize the amount to invest in Infrastructure, so as to improve the production and productivity as provided under the scheme, including construction / purchase / renovation of showrooms, improvement in infrastructure or for purchase of yarn.

5. This order issues with the concurrence of Finance (Exp.I&C) Department vide their U.O.No.25835/491/ Exp.I&C/2008, dated 14-18-2008

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA RPADESH)

Y.SRILAKSHMI,
SECRETARY TO GOVERNMENT.

To
The Director of Handlooms and Textiles and Development
Commissioner for Apparel Export Parks, Andhra Pradesh, Hyderabad.

The Development Commissioner for Handlooms,,
Ministry of Textiles, Government of India, Udyog Bhavan, New Delhi.

The Accountant General, Andhra Pradesh, Hyderabad..

The Pay and Accounts Officer, Hyderabad..

The Director of Treasuries and Accounts, Andhra Pradesh, Hyderabad..

Copy to:

The General Administration (Cabinet) Department

The Finance (Exp.I&C) / BG Department

The P.S to the Additional Secretary to Chief Minister

The P.S to Chief Secretary to Government

The P.S to Minister for Finance.

The P.S to Minister for Handlooms and Textiles

The Vice-Chairman and Managing Director, APCO, Hyderabad.

The Planning Department

The P.S to Secretary to Government,
Industries and Commerce Department-

SF/SC.

// FORWARDED BY: ORDER//

SECTION OFFICER.